

REMARKS/ARGUMENTS

The present communication is responsive to the Official Action mailed April 1, 2010, rejecting all of the claims pending in the application ("Final Rejection"). In particular, the Examiner rejected claims 1, 2 and 4-22. Claims 1, 2 and 4-20 are rejected under 35 U.S.C. 103(a) as being unpatentable over Goldschmidt Iki et al. (USPN 6,594,825) ("*Iki*") in view of Jeong (USPN 6,285,819) ("*Jeong*") in view of Chernock et al. (USPN 6,314,569) ("*Chernock*") in further view of Lownes et al. (USPN 6,137,539) ("*Lownes*") in further view of Dougherty (USPN 5,629,739) ("*Dougherty*"). Claims 21-22 are rejected under 35 U.S.C. 103(a) as being unpatentable over *Iki* in view of *Jeong*, in view of *Chernock*, in further view of *Lownes*, in further view of *Dougherty*, in further view of Ohara et al. (USPN 6,292,618) ("*Ohara*").

The Examiner has relied on a combination of *Iki*, *Jeong*, *Chernock*, *Lownes*, and *Dougherty* at least for the features of claim 1. In view of the rejection, there appears to be a misunderstanding of Applicants' technology. To this end, Applicants submit that the Office Action has not given due regard to the language of the claims as they would be understood in view of the specification, and in so doing, it is believed that a *prima facie* rejection of obviousness has not been made. All of the features of Applicants' invention have not been cited in the relied-on art. Nevertheless, solely for purposes of expediting the application, Applicant has amended the independent claims and requests that the Examiner reconsider the rejection.

Applicants submit that the application claims novel and non-obvious subject matter and is in condition for allowance.

For example, Applicants' invention of claim 1 is an audio and/or video signal transmission system for transmitting an audio

and/or video signal between a transmitting peripheral apparatus and a receiving apparatus. The system in part includes:

the audio and/or video signal transmitting peripheral apparatus including analog audio and/or video signal generating means for generating an analog audio and/or video signal, digital audio and/or video signal generating means for generating a digital audio and/or video signal, analog output means for outputting said analog audio and/or video signal, information generating means for generating a digital information signal containing information identifying a type of said transmitting peripheral apparatus and an equipment brand name of said transmitting peripheral apparatus and indicating a format type of said analog audio and/or video signal or said digital audio and/or video signal, a multiplexing circuit for multiplexing the digital information signal and the digital audio and/or video signal and producing a multiplexed digital signal, and a digital input/output means for inputting/outputting said multiplexed digital signal, and

the audio and/or video signal receiving apparatus including a plurality of analog input means for inputting an analog audio and/or video signal from the analog output means, digital input/output means for inputting/outputting the multiplexed digital signal to/from the digital input/output means of said transmitting peripheral apparatus, a demultiplexing circuit for demultiplexing an output of said digital input/output means and producing a first output of said digital information signal and a second output of said digital audio and/or video signal,

wherein the audio and/or video signal transmitting peripheral apparatus is operable to asynchronously transmit the information identifying the type of said transmitting peripheral apparatus and the equipment brand name of said transmitting peripheral apparatus, and

wherein the transmitting peripheral apparatus is connected to the receiving apparatus, and the format type selectively indicates analog signal and digital signal;

wherein said audio and/or video signal receiving apparatus further includes:

information processing means receiving the first output from said demultiplexing circuit for generating an

image signal therefrom for use in displaying the type of the audio and/or video signal transmitting peripheral apparatus, the equipment brand name of the peripheral apparatus and the format type of the output video signal from the audio and/or video signal transmitting peripheral apparatus, wherein the type of the audio and/or video signal transmitting peripheral apparatus, the equipment brand name of the transmitting peripheral apparatus and the format type are indicated by respective predetermined characters or by a logo,

signal forming means for forming a display video signal from said analog audio and/or video signal from said analog input means, and/or from said digital audio and/or video signal from said demultiplexing means, and

means for superimposing the image signal on the display video signal, so that when displayed the predetermined characters or logo are superimposed on a displayed image such that a user can view the type of the audio and/or video signal transmitting peripheral apparatus, the equipment brand name and the format type pertaining to the display video signal currently being displayed at the time the display video signal is displayed.

The Office Action now concedes that the above referenced features are not all contained within *Iki, Jeong, Chernock and Lownes*. However, with regard to the viewable equipment brand identification features, the Examiner has relied on the disclosure of *Dougherty* as follows:

The ancillary signal may be a channel-recognition signal comprising a record which may contain the time of initial reception at the signal entrance 14 (e.g., as may be generated by the clock 46 operatively associated with the injection signal circuit 40), a datum (e.g., a serial number of the receiving and encoding apparatus 10 as may be added by the encoder 44) which uniquely identifies the signal source 16 that was coded, and a datum indicative of the channel on which the encoded television signal in question was received (as may be also added by the encoder 44 in response to the channel-select output 52).

(Office Action at 7 (*citing Dougherty*, col. 7, ll. 47-52).) This does not make up the features missing from the other relied on references. Simply put, in view of the Applicants' specification, a person skilled in the art would not understand that the user viewable display of equipment brand or equipment brand name could be a "serial number."

As previously claimed and described in Applicants' specification at least at page 20, in addition to identifying the signal format and device type, the Applicants' system permits the transmitting peripheral apparatus to transmit logos or characters to identify the equipment brand name so that a user can even more easily view which peripheral device is being viewed at the monitor display. (See, e.g., Applicants' specification at 20.)

For at least these reasons, Applicants request that the Examiner withdraw the rejection of claim 1. Applicants submit that the claim and its dependent claims are in condition for allowance. For reasons similar to those previously described with regard to claim 1, it is also respectfully submitted that independent claims 7 and 12, as well as their dependent claims, are also in condition for allowance.

In view of the above, each of the presently pending claims in this application is believed to be in immediate condition for allowance. Accordingly, the Examiner is respectfully requested to withdraw the outstanding rejection of the claims and to pass this application to issue.

If, however, for any reason the Examiner does not believe that such action can be taken at this time, it is respectfully requested that he/she telephone applicant's attorney at (908) 654-5000 in order to overcome any additional objections which he might have.

Application No.: 09/534,178

Docket No.: SONYJP 3.0-707

If there are any additional charges in connection with this requested amendment, the Examiner is authorized to charge Deposit Account No. 12-1095 therefor.

Dated: April 20, 2010

Respectfully submitted,
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